

## PRIVACY POLICY

### **At Treefrog Promotions Ltd we are committed to protecting your privacy online.**

We appreciate that you do not want the personal information you provide to us distributed indiscriminately and our **Privacy Policy** explains when, how and why we collect your personal information. It also details how we use it, how we keep it secure and what controls you have.

### **Who we are?**

The website is owned by Treefrog Promotions Ltd and the Data Controller is the Data Protection Office who may be contacted at the address below. The Data Controller is responsible for and controls the processing of your personal data in accordance with the Data Protection Act 1998 (the "Act").

### **Personal data we may collect about you**

We can only provide the goods and services ordered or requested by you if you provide us with your personal data. For the purpose of providing these goods and services, we collect personal data about you. The types of personal information we may collect from you and which you may provide to us includes:

- contact information (such as name, postal address, delivery address, email address and mobile or other phone number)
- username and password
- purchase history
- product preferences
- where you heard about us
- IP address
- correspondence between us.

We will use the information you provide for the purposes described in this **Privacy Policy** to which you agreed to at the time your data was obtained.

### **Use of information**

Your personal data will be used to provide the information, goods and services offered through our website to you, for billing and order fulfilment.

We may use your email address to send you information about products or services that are the same as or similar to those that you have ordered from us and that we think you may find useful. We will do so only if you have indicated that you do not mind being contacted for these purposes. At any stage you have the right to ask us to stop using your personal data for direct marketing purpose by clicking on the unsubscribe button in the email or emailing your request to [info@tfpromotions.co.uk](mailto:info@tfpromotions.co.uk)

Furthermore your personal data may be used to:

- administer your account with us
- verify and carry out financial transactions in relation to payments you might make online
- audit the downloading of data from our website
- enhance and improve the layout and/or content of the pages of our website and customise them for users
- identify visitors to our website
- carry out research on our users' demographics and tracking of sales data
- respond to your enquiries
- communicate with you about and administer your participation in, special events, prize promotions and surveys
- comply with applicable legal requirements

### **Newsletter subscription**

If you sign up to our newsletter, we may use your email address to send you information about our products and services. At any stage you can ask us to stop using your personal data for direct marketing purposes. You can opt out of receiving any marketing communications from us by clicking on the unsubscribe button in the email or emailing your request to [info@tfpromotions.co.uk](mailto:info@tfpromotions.co.uk)

### **Monitoring**

We may also monitor who accesses our website, for example we may automatically collect access information about you, such as: the type of internet browser you use; the website from which you have come to our website and your IP address (the unique address which identifies your computer on the internet) which is automatically recognised by our web server. Such information enables us to:

- address and build a profile of our users
- improve the layout and/or content of the pages of our website and customise them for users

## Google Analytics

When someone visits [treefrogpromotions.co.uk](http://treefrogpromotions.co.uk) we may use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way, which does not identify anyone. We do not make and do not allow Google to make any attempt to find out the identities of those visiting our website.

## Cookies

A cookie is a small text file that is stored on your device. They help to provide a good experience when you browse websites. Our website uses cookies to distinguish you from other users of our website. We do not currently use cookies to capture any information about you as a user. Should this position change we will update and publish a new Privacy Policy.

## Disclosure of your personal data

We do not disclose your personal data to third parties.

## Safeguarding your personal information

We place great importance on the security of all personally identifiable information associated with our users. We have put in place technology and security policies, which are designed to protect the personal information we hold about you. We have security measures in place to attempt to protect or personal information under our control against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use.

We will use the following technical and organisational measures to safeguard your personal data:

- access to your account is controlled by password and username which are unique to you
- we store your personal data on secure servers
- payment details are encrypted using SSL (Secure Socket Layer) technology which encrypts your information before it is sent to us to protect it from unauthorised use

We may retain personal data no longer than is necessary for the purpose it was obtained for. It will be disposed of when no longer needed.

You should bear in mind that submission of information over the internet is never entirely secure. We cannot guarantee the security of information whilst it is in transit via the internet and any such submission is at your own risk. We will use all our reasonable efforts to safeguard your data and ensure that we maintain a reliable and safe environment to use your data.

It is advisable to close your browser when you have finished your user session to help ensure others do not access your personal information if you use a shared computer or a computer in a public place.

## Your rights and access to your personal information

You have the right to view, amend or delete the personal information which we may hold or process about you. We will respond to your request promptly and at the latest within one month of receipt. We will supply a copy of the information you request free of charge. However, we may charge a 'reasonable fee' when a request is manifestly unfounded or excessive, particularly if it is repetitive.

Email your request to our Data Protection Office at [info@tfpromotions.co.uk](mailto:info@tfpromotions.co.uk)

## Changes to this Privacy Notice

We may update this Privacy Policy from time to time so you may want to check it each time you give us personal information or use our website.

## Our contact details

We welcome your questions, feedback and requests about this **Privacy Policy**. If you require more information or want to make a comment you can contact us by email [info@tfpromotions.co.uk](mailto:info@tfpromotions.co.uk) or by telephone on 01332 367387. You may also write to us at Customer Service, Treefrog Promotions Ltd, Riverside Rd, Pride Park, Derby. DE24 8HY